WEEKLY REVIEW

GET INTO THE GAME

HANDICAP CONTEST
STARTS MONDAY MAY 31

INCREASE YOUR COMMISSION AND AT THE SAME TIME WIN ONE OF THE SEVEN PRIZES OFFERED

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO Thursday, May 27, 1909 NUMBER TWENTY-THREE

A FEW WORDS FROM MR. T. R. GERLACH

We are frank to admit that we are disappointed in the Contest which closed on Saturday last. While we have received a total business which shows a very handsome increase over that of 1908, we hoped that the Contest would put enough ginger into the various salesmen to show even a bigger increase, and while we are not complaining, we trust that every man will make it a point to get out on Monday, May 31st, not only with the determination to win one of the prizes, but with the feeling that he is going to do all that he possibly can to assist the Company in maintaining the splendid increase which they have shown thus far this year.

Our total business at this date is greater than it was during the whole of last year, so you may know that we have no reason to complain. However, we cannot help but feel that if every man had put in the same conscientious work that many of our salesmen are doing, our increase would be still more, and with this object in view we start our fourth Contest of the year, which is to run until July 31st, hoping that this special inducement will make every one of you feel that he is going to go out and do the very best he can.

Our business thus far warrants our sparing no expense on our new line. We are spending much more time in preparing it, and it is now so far along that we feel safe in saying that it will be a revelation to the entire sales force when they first see it at our next Annual Convention in December. It will not only be stronger in subject matter but also in the way the line is mounted, and we honestly believe that when our salesmen enter the field on January 1st, 1910, that they will be equipped with the strongest line of art calendars, from every standpoint, ever offered buyers.

Our business this year, as stated, has been more than satisfactory. Our new additions are nearing completion, and we know that with the splendid start which we have made since our organization that there is nothing that can stop the forward strides of the G. B. Co.

We want every man to do his best for his own interests as well as those of the Company. We assign to each of you a territory, and the various territories are our greatest asset. If they are well worked they pay us as well as the salesmen a profit. If they are neglected we are both losers, and while unfortunately some salesmen feel that if they fail to send in a satisfactory volume of business they alone are the losers, they must not forget that the house loses just as much as they do, for the reason that our increase must come from the various fields. Otherwise, we will be going backward instead of forward.

We have many men with us who entered the field on our first business day, others who started shortly afterwards, and we want every man to feel that he is not only with the G. B. Co. for the rest of this year, but that he expects to be with us for many years. If he will work with this object in view, he can always rest assured that the Company will give him every assistance they can that will enable him to build up not only a paying business but one which will make it possible for him to lay aside a good sum yearly, and which in time should make him independent. There is probably no line sold on the road that offers these possibilities to better advantage than the calendar business. Successful calendar men, no doubt, make more money than men carrying almost any other line, and to you men who are simply making a living, we want to urge you to get out of this class, and put forth your best

efforts to increase your business year after year. This you can do if you will only put in good steady work, and give both your customers and your house fair treatment at all times.

While the present year is not yet half over we are already planning not only the line but the territories, and all other matters pertaining to 1910 business. Regardless of what results may be for the balance of this year, we are bound to show a wonderful increase over what was unquestionably the most successful first year's business in the history of calendar making. Next year we must again show an increase. In order to do this we must get more business from every field, and if you would contribute your share you must do everything in your power to arrange your plans to do so, for with our splendid new plant, equipped with the most modern machinery, a plant that will enable us to manufacture calendars to better advantage than probably any other house in the business, we must get this larger volume from every field in the country, and if there is a single man on the force who is not showing an increase, he is certainly not living up to his possibilities.

Make a new resolution. Resolve that, hereafter you will put in good, faithful work each day, health permitting; that you will send in a report each night, and that you will show an increase each week over your business of the corresponding week of last year. If you will do this we will both be gainers, since it has been demonstrated by many of the men that there is somebody waiting to buy calendars in practically every town and city in the country, and that if you will only put in good, steady work, even though you may be turned down twenty-five or thirty times, you will finally find someone who is ready to buy.

We have decided to offer seven prizes during the present Contest, two original paintings valued at $100.00 or more each, one water color, and one pastel, and $100.00 in cash—the two paintings to be pictures from our 1911 line, and to be selected from several subjects by the salesmen who prove to be winners, when they come to Joliet in December next and to be presented to them while in Convention.

The paintings will be offered to the men Number one and two in the present Handicap Contest. In addition to this we will offer five cash prizes amounting to $100.00 to the men standing No. 3, 4, 5, 6 and 7; No. 3 receiving $30.00, No. 4, $25.00; No. 5, $20.00; No. 6, $15.00 and No. 7, $10.00. This will give seven men an opportunity of winning a prize of some kind, and in addition to winning one of the prizes he will also have the satisfaction of earning a larger commission by any special effort which he may put forth.

Now let every man take off his coat and give us his best efforts. We need the additional business, but hardly need it as much as some of the men themselves do, and we can assure you that we are offering these prizes as much with a view of helping the men as we are of helping ourselves, and when we tell you that our 1911 line is going to cost probably nearly twice as much as either of the lines which we have placed in the field up to the present time, you will realize how necessary it is for us to do a much larger business in order to show a profit, for our painting and plate account which we are compelled to charge off from year to year amounts to a very large sum.

We trust that every man on the force will enter into the present Contest with a determination to win, and with the feeling that if he fails he has at least assisted the Company in increasing their business, and benefitted himself by earning larger commissions.

Theo. R. Gerlach.

CREDIT RATINGS.

We have several times called the attention of the salesmen to the matter of furnishing information as to the responsibility of customers who place small orders, and especially orders for early shipment. If the order comes from a large city we must send for a special rating which costs 35c or 40c, and on a $9.00 blotter order this makes the percentage of cost extremely high. Furthermore, there are some instances when the delay in getting special ratings prevents our making shipment at the time specified. Again we want to ask you to furnish us information in regard to the responsibility of this class of customers.

We again want to warn the salesmen against taking orders from irresponsible concerns without capital. We especially refer to cleaning and pressing institutions. We believe we have had more trouble trying to make collection from this class of concerns to whom we shipped calendars last year than any other one class. Very often the concerns that place an order the first three months of the year, have gone out of business at the time the goods are intended for use, and even if they are not out of business, we have a great deal of trouble making collection. Hereafter we shall accept orders from this class of concerns only in the event of their being especially well rated.

Handicap Contest

Starts May 31st, Ends July 31st

SEVEN PRIZES OFFERED

First, Original Painting, Valued $100.00 or More
Second, Original Painting, Valued $100.00 or More

Third	- -	$30.00 Cash
Fourth	- -	25.00 Cash
Fifth	- -	20.00 Cash
Sixth	- -	15.00 Cash
Seventh	- -	10.00 Cash

Standings Published Weekly

Scores Based on Averages for Year to May 1st

New Men to be Rated by Sales Department

10 Points for Writing an Average Weekly Total.
1 Point Less for Each 1-10 Less Than Weekly Total.
2 Points for Each 1-10 Increase Over Weekly Average.
10 Points for Largest Increase Over Weekly Average.
5 Points for Second Largest Increase Over Weekly Average.

10 Points for Largest Number of Orders, Weekly.
5 Points for Second Largest Number of Orders, Weekly.
1 Point for Each Day's Business.
1 Point Extra for Writing Business on the Fifth Day.
3 Points Extra for Writing Business on the Sixth Day.
1 Point for Each Mailing Card or Blotter Order.

As announced in the Review last week, a new handicap contest starts Monday, May 31st, and runs for two months ending Saturday, July 31st. The prizes we have decided to offer are listed above. The first and second prizes to be original paintings from our 1911 line. There will be a number of subjects from which the successful contestants can make their selection and the selection is to be made at next convention. Each of these paintings will be valued at over $100.00.

There will be seven prizes in all. The third to be $30.00 in cash; the fourth $25.00 in cash; the fifth $20.00 in cash; the sixth $15.00 in cash and the seventh $10.00 in cash. Of course, you will all go after a painting, but failing to win a painting you may win a cash prize. At the same time you must bear in

mind that, while you are putting forth your best efforts to win a prize, you are increasing your commissions, which after all, is the point most strongly to be considered, and is primarily our object in arranging such contests.

Of course, if a salesman was working on a salary he would not be much the gainer in a contest of this sort, beyond the winning of a prize, but among a sales force such as the G. B. force, entering a contest of this sort in the proper spirit means a whole lot to a salesman. The salesman may be working along in rather a listless manner. The contest is announced and he decides to enter it with a determination of making a respectable showing. This may be the turning point in his career as a calendar salesman; while he may not prove a winner he has at last woke up to the possibilities of the calendar game, and if a salesman once wakes up to the possibilities, and works with a determination of succeeding he has a splendid future ahead of him.

It is of course, true that a successful salesman will succeed in nearly any line, and might make a comfortable living selling any class of goods, but we do not know of a line with greater possibilities than the G. B. line. We venture to say that every man on the force knows of at least some successful calendar salesman in his territory. You must remember that this man probably did not prove a big success at the start, but has gradually developed his field to a point where it yields him a splendid income.

If this contest will tend to arouse interest, and to make each man work with the determination of securing business with regularity it will have accomplished its purpose. We are frank to say that we expect good results from this contest, as it is on an entirely different basis than any contest which we have asked our sales force to take part in, and do we know of any other company who has had a similar contest.

Every man on the force has a chance to win, the figuring being entirely on a percentage basis. The men who are going to be winners are those who will enter the contest with a determination of working steadily and who secure business with regularity. Of course, the fellow who does spectacular work and shows a large increase over his average is going to make a heavy score, and might win one of the paintings, but we are inclined to think that the winners will be salesmen who write business with regularity, and who will keep up closely to average and at the same time score points on account of day's business, etc.

The last contest ended the 22nd and one week elapses before the new contest starts. We hope that every man on the force will be prepared to start work on May 31st with the determination of making a splendid record for the months of June and July. Mr. T. R. Gerlach has something to say elsewhere and we want every man on the force to read his letter carefully. No man could be connected with the sales force of a company who are willing to do more for its sales force than the G. B. Company. No company in a similar line of business ever entered the field and made such a success in a short space of time as the G. B. Co., and no company has a better future ahead of it.

We want every man to prove a success and grow with the company. Perseverance is a great element of success. If you only knock long enough and loud enough at the gate you are sure to wake up somebody.

WITHDRAWALS

CARDBOARDS LEFT-OVER

3592 GOSSIPING MILK-MAIDS.

1996 IN THE FOYER.

WEEK ENDING 15th SHOWS GOOD INCREASE

June, the Last Month of the First Half of the Year, is Here---Let Us Make it a Fitting End of a Remarkable Period

Enter the Handicap Contest With a Determination of Winning and Join the Ranks of Successful Producers

Week ending May 15th shows an increase of 50% over the sales during the corresponding period of last year. While this showing is not up to the record we have made for the year by any means, all things considered it is a very good showing and we have no reason to complain.

Our total business booked so far this year exceeds the entire total business written during 1908. We at headquarters are feeling mighty good over this splendid showing, and are wondering just what the sales force will accomplish during the remaining seven months of the year.

No matter how you figure it the record is going to prove a marvelous one. At the same time, however, we have got to do a much larger business than last year. The additions to our factory, which are now nearly completed will give us, as you know, a factory three times the size of the present one, and, of course, requires a heavy investment. This means we have got to do more business. To make the showing we would like to make, it will be necessary for each of the older salesmen on the force to keep up the average he has been going at, that is to say, keep up the same percentage of increase over last year.

There are of course, some of the older men who are not doing their share to help maintain the splendid increase made so far this year by the G. B. sales force, and we would ask that these men put forth a special effort during the remaining months. At the same time we are going to depend on the new men, many of whom have been going along at a splendid gait, to keep up their good work.

Every man on the force, old and new, pitch in and help make June, the last month of the first half of the year, a splendid month.

Mr. Roberts leads the sales force with a very nice total to his credit. He reported business on five days and a total of 10 orders. Mr. Roberts best work was done on Monday and Tuesday, altho he secured business every other day in the week with the exception of Friday. On Monday his two orders amounted to $164.50; Tuesday, four orders ran something over $100.00; Wednesday, he wrote one fair order; Thursday, two orders and Saturday one order. His largest order of the week was from a bank. He sold them "An English Fishing Village," in series 2, roll, and a lot of Fery series mailing cards, the entire order amounting to $127.00.

Mr. Fadely stands No. 2 with a total not far behind that of Mr. Roberts. We might say that Mr. K. H. Gerlach spent a few days with Mr. Fadely during the week about which we are writing, and aided him in closing one or two important orders, which helped Mr. Fadely out materially in his total for the week. His best order of the week was from a manufacturing concern. He sold them "Moonlight on the Old Canal" in series D22, the order calling for

1000 with reinforced mailers. His other good order of the week was from a bank, it calls for our dainty DeLuxe in series 33, and amounts to $130.00.

Mr. Reilly follows with a nice total. His best order was closed on Wednesday and amounted to $342.50. The subjects sold were "Lincoln in '61," "Autumn on the Tyrol" and "His Last Farewell" in cardboard form.

Mr. Bayley follows with a total of about $50.00 less than that of Mr. Reilly. His total for the week was helped out materially by the fact that he had two subject to countermand orders pass the critical period, one amounting to $120.71, the other amounting to $163.65. Besides these orders Mr. Bayley wrote one order each on Monday, Tuesday and Wednesday.

Mr. Woodman follows Mr. Bayley with a total just slightly less than that Mr. Bayley reported. He wrote business on five days and a total of seven orders. On Monday he was skunked; Tuesday, Wednesday, Thursday and Friday he wrote one order each and Saturday three orders. Mr. Woodman's best order was written on Thursday and amounts to $182.75. The subject sold was our splendid Roseland head in series D6 and 6 roll. This order by the way was a bank order.

Mr. Ellis follows Mr. Woodman closely. His best order was written on Friday on which deal he had the help of Mr. K. H. Gerlach. It amounts to $257.00 and the specifications call for 2000 special business hangers. Mr. Ellis wrote one order on Monday and another Friday.

Mr. Shepard reports a very fair week. He secured business four days and a total of four orders. His best order was written on Friday and amounts to $153.00. This order was placed by a coal company, the subject sold being "Lincoln in '61," in series D27 and M13.

Mr. S. L. Smith reports business for four days and a total of 10 orders. His best day was on Monday when he wrote four orders amounting to $133.25. Tuesday and Thursday he was skunked; Wednesday he wrote one order; Friday three orders, and Saturday two orders.

Mr. Cies follows with a fair total. He reports 11 orders and business for five days. His best business was written the latter half of the week. Monday he was skunked; Tuesday he wrote one small order; Wednesday two orders; Thursday three orders; Friday two, and Saturday three, Saturday being his best day.

There were some other fair orders booked during the week among which we might mention the following: Mr. Conkling sold a bank 1000 left over mounts "The Indian's Legacy,"

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, MAY 15th, 1909

	Standing In Sales	Days Business	No. Orders
Barber	27	5	11
Barclay	42	7	13
Bayley	4	5	8
Beelman	41	6	12
Betton	36	5	9
Blodgett	42	7	13
Bowles	40	5	11
Brooks	31	6	12
Carter	39	6	12
Cies	9	2	2
Coleman	42	7	13
Conkling	23	5	11
Considine	18	5	11
Coulter	42	7	13
Ellis	6	4	10
Fadely	2	3	6
Fairbairn	33	3	8
Finley	32	6	12
Gerlach, A. E.	19	1	6
Greenhalgh	42	7	13
Henaghan	34	5	10
Huffert	22	1	4
Lindsley	35	5	11
Lott	11	2	6
McCully	13	2	8
McDonald, H. B.	30	4	9
McDonald, W. A.	37	6	12
McLaughlin	17	3	6
Marks	12	3	5
Meyer	25	4	9
Moore	16	5	10
Osmun	24	6	11
Parks	21	3	7
Reilly	3	5	11
Roberts	1	2	3
Rowe	10	6	12
Saxton	20	5	11
Scott	28	6	12
Shepard	7	3	9
Shimmin	29	6	12
Smith, F. A.	38	5	11
Smith, H. E.	15	5	9
Smith, S. L.	8	3	3
Thompson	14	3	1
Ungerer	42	7	13
White	26	5	11
Woodman	5	2	6

Mr. Considine sold a coal company 100 jumbo rolls, "Raising the First American Flag," and 200 of the same subject in mounts M701, with mailing devices. Mr. Moore sold a bank 300 of "Autumn in the Tyrol," in series M3 and 25 of "Mrs. Murray's Strategy," in series 2 roll, with a lot of post cards as announcements.

Mr. McLaughlin sold a soap company 13,000 of our Fery series blotters. A bank placed an order with Mr. Morton calling for 700 of "The Pride of Kentucky," left over rolls in series 8. These people also placed an order for 100 of "In the Park," in series D33. Mr. Osmun sold a tobacco dealer 1000 of "The Sisters," in size 10x14 cardboard and 1000 Palm series blotters. A bank placed an order with Mr. Saxton calling for 1000 of "Raising the First American Flag," in series 22.

Number of Orders.

Mr. John Dean Thompson stands No. 1 under this heading with a total of 12 orders. Mr. Cies follows with 11 orders. Mr. Roberts and Mr. S. L. Smith tie for third place with a total of 10 each. Mr. Huffert stands No. 5 with a total of nine orders. Mr. Marks No. 6 with eight orders. Messrs. Fadely, A. E. Gerlach, McLaughlin and Woodman tie for 7th place with a total of 7 each. Mr. Parks stands No. 11 with six orders. Messrs. Bayley, Fairbairn and McCully tie for 12th place with five each. Messrs. Betton, H. B. McDonald, Meyer, Shepard and H. E. Smith tie for 15th place with a total of four each.

We are frank to say that the showing under this heading is not satisfactory, and for this reason in the new contest, which starts May 31st, the salesman writing the largest number of orders scores 10 points, the salesman writing the second largest number scores 5 points. We sincerely hope that this new contest will stimulate the work of the force, especially as regards Business Regularity which means more orders per week.

Days' Business.

Only two salesmen report clean weeks, viz: A. E. Gerlach and Mr. Huffert. Messrs. Cies, Lott, McCully, Roberts and Woodman report business for five days. Eight salesmen report business four days of the week, the list follows: Messrs. Fadely, Fairbairn, McLaughlin, Marks, Parks, Shepard, S. L. Smith and Thompson.

It is hardly necessary for us to say that the showing under this heading is not what it ought to be. Out of our large force it does seem that more salesmen than those mentioned above should report business at least four days of a week. Quite a number of men have been absent from the field on account of sickness and for one reason or another but we hope that every man will be in shape to enter the new contest, starting on the 31st, with a determination of making a splendid record under this heading during the contest.

The salesman who goes out to get business every day and succeeds or at least gets business nearly every day is bound to make a success of his work. We want every man on the G. B. force to be successful, and therefore, say "Get business every day, and be a success."

NEWS FROM THE FIELD

Mr. Lott recently called upon a lumber company whom we sold last year. He found that they had passed up all other lines and were waiting for the G. B. line. The calendars which we sold them last year reached them in such splendid shape that they concluded that G. B. Service was good enough for them.

Mr. Lott states that in not a single instance has he heard a complaint in his territory regarding the delivery of goods, but on the contrary in every instance the G. B. Company has been complimented on the quality of the goods and the manner of doing business. This certainly should prove encouraging to all salesmen, and while, of course, you may run across a customer who has a real or imaginary grievance, on the whole we have had practically no complaints as to our methods of doing business and in not a single instance that the writer can recall has our workmanship or the quality of our goods been criticised. Mr. Lott writes as follows:—

"The ———— Lumber Co., whose order I enclose, and which amounts to $157.00, were

greatly pleased with your delivery of "the goods" last year. So much so in fact that they have passed up all other lines this year, waiting for us, and as their order is more than double that of last year they must have meant what they said. Their trade phrase is 'We deliver the goods,' and it impresses me strongly with the fact that the G. B. Company 'Deliver the Goods,' and what is more, 'deliver them right.'

Am much pleased with the repeated business in my territory and surprised but gratified to hear no complaints of any kind. In no single instance has a customer whom I sold last year had a complaint to make, but on the contrary most of them have been very frank in expressing to me their satisfaction with the goods and the firm's manner of doing business, and those are 'satisfied customers' as you know.

It certainly reflects great credit on the G. B. Co. right down to the shipping clerk, and is very encouraging to us who are plugging for orders, to know that they will be taken care of and taken care of right, to the end that will enable us to build up a good business.

L. B. Lott."

GOOD ARGUMENTS CLOSE ORDERS.

Every salesman runs across prospective buyers who undoubtedly could be sold if some logical argument could be put before them. A salesman cannot be too well stocked with strong arguments.

Mr. Shepard had the experience recently of getting an order that he hardly hoped to land. He called on a concern who were in the coal business sometime ago, and they informed him that they had decided to cut out calendars for this year. He told them that undoubtedly they could get along without calendars, but that they would find that they would lose many of their smaller accounts. The people who buy small bills and pay cash as they buy their goods, as a rule go to the merchant who advertises and whose name is before them. Undoubtedly many small orders are placed by telephone, and naturally the man who gets the order is the one who has his phone number and advertisement before the prospect.

While Mr. Shepard did not go into all these details, he started them thinking, and the result is that when he called the second time it seems that they had concluded that it would be policy to use calendars and placed their order with him. His letter follows:—

"The order I send from ———— Bros. coal dealers, I owe to a remark that I made to them on a previous call. They had firmly resolved that they would not buy calendars this year, they said they were going to try it one year anyway without calendars. I told them that undoubtedly they could get along without calendars but that they would surely lose a lot of small accounts, such as people who buy in small lots, say a ton of coal at a time, and naturally buy from the man whose name is before them, the man who advertises.

When I called the second time, Mr. G—— told me that he had thought over the remarks I made previously, and had concluded to give me an order.

L.R. Shepard."

"VIOLET" CAUSES AN OSBORNE CUSTOMER TO FORGET HIS PROMISE

Mr. W. A. McDonald recently closed an order with a bank for our splendid Palm subject "Violet" and a few jumbo rolls, the order amounting to $80.00. It seems that this bank is an old Osborne customer, but after about a half an hour's talk they finally consented to look at the best thing we had in a large hanger. They were very much taken with "The Sentinel" in jumbo roll and Mr. McDonald finally landed the order for a few of these, and for "Violet" for general distribution in mounted form. His letter follows:—

"I enclose an order from the ———— State Bank, which is another of the many victories for the G. B. line over the Osborne Co. They had bought from them for years and though they did not give them this order when they were here, were holding it for them.

Mr. C., the cashier, consented to look at my line after about half an hour's talk and asked to see the best thing we had in a large roll. He was very much pleased with "The Sentinel" and then for smaller ones wanted about a 12x24 mount. He liked 'Violet' very much, but could not seem to make up his mind to place the order. Thought we were a little high, and to compare pictures telephoned his wife to send the boy down with their 1909 calendar. He could not help but admit that 'Violet' was by far the best, and after calling in his assistant and the President, also one of the Directors, they all decided that they were the two

best propositions that they had ever looked at and the enclosed order is the result.

After we fixed up the order, I showed him the DeLuxe line and he was very much pleased with them and took them out in the bank to show the others. Said when he came back that if our crops had not been so bad he thought he would take a couple of hundred of them, and may do so later in the season. Then he said, 'Mr. McDonald, I want to say to you that I think you needn't be afraid to show your line in any company and stand a big chance to come out ahead, for I never saw as fine and well gotten up a line in my experience.'

W. A. McDonald."

MARKS LANDS ORDER UNDER DIFFICULTIES.

In sending in a bank order which amounted to about $50.00, Mr. Marks wrote that it had taken him some two hours to close the order the cashier having previously turned down Murphy's salesman, telling him that he had concluded to use coin sacks this year. They gave Marks the same story but he would not be turned down. Marks canvassed the town pretty thoroughly and finds that Murphy's man was skunked, as far as he could learn. His letter follows:—

"The enclosed order is a case of where the Murphy salesman was not heavy enough to get the order, as he sold this bank last year, and when he called this year could not secure the order because the cashier had made up his mind to use coin sacks. The cashier tried to turn me down in the same way but I insisted on talking and showed the Davis DeLuxe through the window, and followed with a history of the company and picture.

Then showed the line of 11x22 and 12x20 hangers and some 12x15 mounts. After quoting him prices he went to see how our prices compared with Murphy's of last year. That was the time I wrote the order and when he came back it was ready to sign, and after parleying about 15 minutes I shoved the order book through the window and he signed it and asked to have them sent as soon as possible.

I walked into the bank at 8:45 and came out with the order at 10:00 a. m., and all this time I was talking and showing calendars through the bars.

W. J. Marks."

CIES SAYS A VISIT FROM K. H. GERLACH WOULD HELP HIM.

As most of you know, we have been writing various salesmen making arrangements so that Mr. Gerlach can visit each salesman for at least a few days before the season is too far advanced. In reply to a recent letter Mr. Cies writes as follows:—

"Any arrangement which you make will be satisfactory to me so long as you arrange for Mr. K. H. Gerlach to coach me a couple of days if you can possibly spare him that long. I haven't progressed to that point yet where I have quit learning and I feel sure his visit will do the best men we have as much good as those who are just breaking into the game. I am just a plugger and not a star performer, and I would like for him to show me how to put some 'stars in my crown.'

I don't know how the other boys feel on the proposition of territory, but I feel that if I owned a farm and rented it to another man to farm on shores it would be up to him to make it produce all he possibly could, and I would be satisfied with nothing less, and I feel that I owe it to the G. B. Co. to make my field as productive as I possibly can.

H. W. Cies."

BROOKS ACKNOWLEDGES RECEIPT OF GRIP.

Mr. Brooks was one of the winners in the first contest for prize grips. He ordered the grip sent to his home address, and did not get to see it until the other day, he writes as follows:—

"On arrival here I had the pelasure for the first time of seeing and handling the dandy grip you sent me. It is a beauty sure, it is much better than I have ever owned, and I appreciate it very highly and thank you for it most heartily.

J. B. Brooks."

SPECIAL REPRODUCTIONS VS. G. B ART CALENDARS.

John Dean Thompson writes regarding certain competition in his territory. Undoubtedly a number of you have run up against photographers, who make a specialty of reproducing a business man's store or his favorite

horse or dog or something of this character. Of course, we do not discourage special work but everyone knows that there is no medium that will give the same advertising as an art calendar, something that will be appreciated by all.

No matter how handsome a building a man may have others are not interested in it to the extent of hanging it up with the same degree of appreciation as they would an art calendar. Of course, a fine dog or horse might interest a good many people, but to be given the proper appreciation it would have to be a reproduction from the work of an artist who had made a study of painting this class of a subject. A man interested in dogs or horses is going to start right in and criticize it, and there usually is room for criticism unless the work is by some very good artist.

Mr. Thompson has got about the right idea of the arguments to use against this kind of competition, and we are going to let him explain himself in his own words:

"In selling calendars, it certainly is amazing the number of new propositions the salesman has to run up against and I have been up against a new one in several counties lately viz: a local photographer and a printer in one of the towns getting up a special calendar such as a picture of the store, favorite horse or dog of the owner, etc. They are hustlers all right and have covered a number of towns and a certain number of people have had their vanity touched to the extent of promising them an order, the photographer making a date to come later and take the picture for the calendars They try to sell enough to have a half tone made but most of the orders are for the pictures just to be mounted and the printer puts on the advertisement and the calendar pads.

They have made one fatal mistake though and that is they have not gotten any signed orders and I have knocked out several already on the following arguments, and would like to know how some of the other G. B. men would handle the case.

In the first place I could not go against them in making up specials, as they made as few as 50 special calendars, using the original photographic copies mounted, and if I could I would not have the picture, so I try to get them to use one of our stock calendars on the following lines.

I show them our house calendar, 'A June Rose,' and a blotter with our enlarged factory in colors. 'Now, Mr. Merchant that is a beautiful picture of a beautiful brick building and gotten up in colors and attractive, but suppose now we would send you a calendar with just a picture of our building on and some other company would send you a copy of the 'June Rose' calendar, which would you hang up in your store? Now be honest, you know, it don't make any difference if it comes from 'The Gerlack-Barklow Co.,' of Joliet, Ill., or of 'The Bill Jones & Tom Robinson Co.,' of Timbucktoo, Idaho. You don't care where it comes from or who sent it. You only hang it up of its own merit as a beautiful art subject. A picture of a factory will not decorate your store but a picture of a pretty girl will. Now I might hang up the factory picture in my home and a few of my relatives or friends might do it as a favor to me, because I work for the 'Gerlach-Barklow Co.,' but you would not would you? No, certainly not, because you are not interested to advertise the G.-B. Co. by putting a calendar up with a picture of our factory on it, but on the other hand the beauty of 'A June Rose' takes our sign up on your walls for a full year, and no favors asked.

'The same thing applies to you in the same way. You put out photographs of your store as a calendar. Of course, it pleases you, it pleases your family, it pleases a few of your friends. Why? Because they think your store is a beautiful object to have photographed and hung up in their homes or because it is you who puts it out and they are doing a favor to you in hanging it up. But how about the people that are not particularly interested to have a picture of your store building or your horse,your dog or your cat hung in their house. There is where you lose out by having the calendar with your store picture thrown away and a fertilizer of another company of some large city sends them a pretty art calendar and gets the advertising space on the wall for a whole year that you ought to have.'

'Now, there are phases of the question you did not think of when you promised the photographer, and I do not want you to think I am fresh and want to tell you your business

but there are two sides to the question the same as any other, and it is too bad you should be the loser just because you promised him before you had considered the matter from any other angle. I should not consider that promise binding under the circumstances and if you do why give him an order for a dozen portraits and give the printer your next job of letter heads.'

'I am here today. I will not be here tomorrow or neither will I be here later, so let me fix you up for a calendar that will take your advertisement up and keep it up for 12 months because of its own beauty and a calendar that the people will hang up and keep up because 'they' want it up and not because 'you' want it up.'

"I have gotten five orders so far on this argument and hope to land more from people that had promised the photographer their orders for 1910 calendars.

John Dean Thompson."

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